E-MAIL

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DISTRIBUTION: **DM'S** **REP'S W/ASSIGNMENTS** **D. G. COOPER** **D. L. DEESE**
June 7, 1995

ROU's #1110, 1210, 1310, 1510, 1610, 1710, 2210, 2310, 2410,
To: All DM's w/ Hess Oil

Re: Hess Oil Participation In Our Partners Contract Pack Display Program
CID #0353-01-00, 0353-02-00, 0353-03-00

Dear Managers:

Hess Oil has been sold on participating in our Partners Base Contract Pack Display Program. All Hess Marts and Gas Stations were sent bulletins with store display plan-o-grams, requesting they plan-o-gram RJR's self service or non-self service pack base displays. Hess Corporate compiled this information and qualified each participating station. Hess mailed their co-op bulletin which included photographs of RJR, Philip Morris and B&W contract displays and total number of facings each company is allocated on their displays to all qualifying stations prior to my review and approval, When I received the bulletin, and error was noted on RJR's total display facings, **as you know the minimum facing requirement on our base displays is 40 rows.** The photograph of RJR base display components has a total of 32 rows. I am in the process of correcting our minimum facings requirement with Hess Corporate prior to the rollout of this program.

As information, all divisions are requested to order the displays required for all participating locations, when the minimum row requirement issue is resolved.

Sincerely,

Jim
J. T. Jones

JTJ/fr

cc: M. A. Young
D. G. Cooper
D. L. Deese

DM	T&D	REP
1224		09
1225		13
1226		1,3,6,8,12
1229		11
1230		5,6,9,10,12,14,15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

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